

TOWARDS A NEW CHARITABLE FOUNDATION

Fundraising Presentation

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Questions:

Why does the community need a foundation?

Where do we see ourselves in 12 months, 3 years and 5 years?

What do we need to realize our potential?

Who is already on-side? Who should be “in the know”?

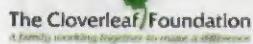
How do we know we have been successful?

10+ ideas and concepts

Philanthropic Themselves

Fundraising begins on the inside first
100% giving at the boardroom table





Grants and Foundations

In Canada, there are 40 family foundations that make grants to Caribbean-related community groups and causes.



Peter and Sheilagh
Godsoe Foundation A stylized black ink signature icon.



Ask companies that connect with the Caribbean

Some companies match employee donations to community based charities



What about memberships?

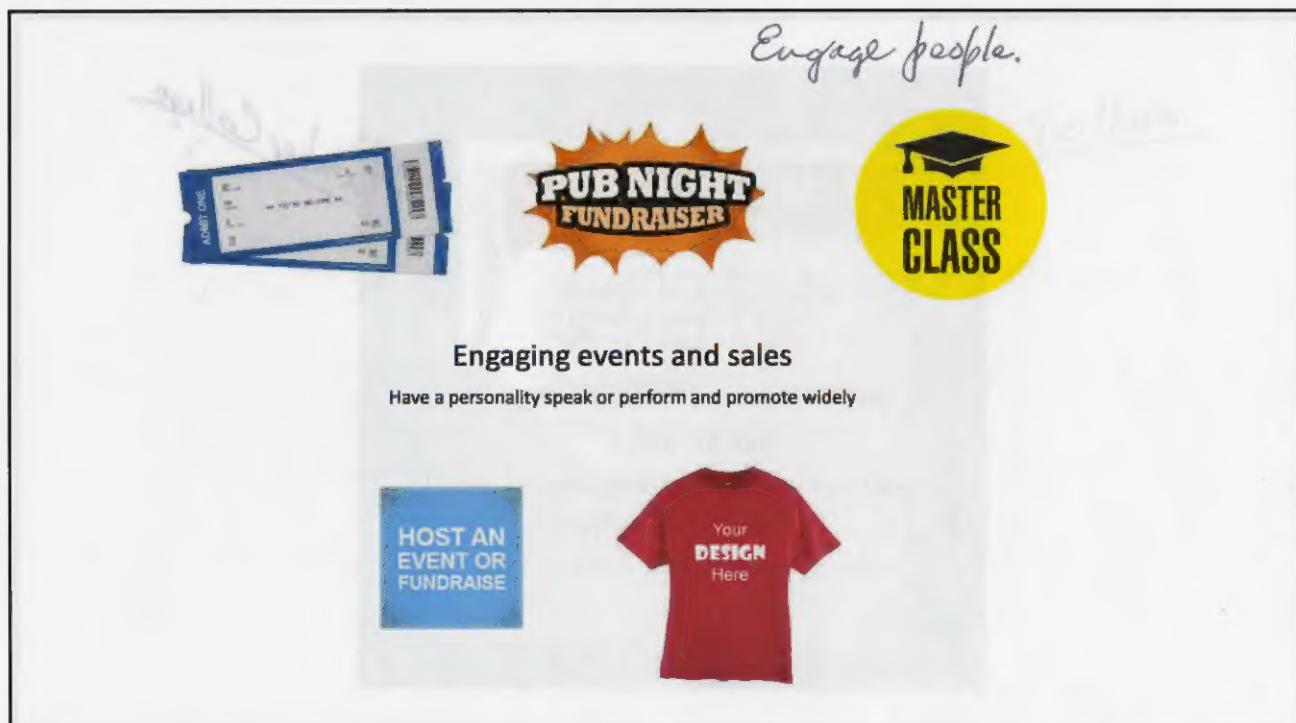
Developing a membership program to get people engaged



In lieu of a gift...

Ask people to celebrate a milestone by donating to the Foundation







Adopt an
Actor!

Make it personal
Develop mini campaigns

Pledges



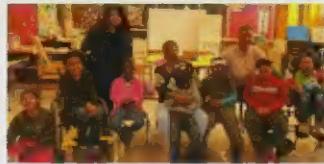
Humber College

Ask for help!
A new generation of fundraisers have their ears to the ground



Put the donor in the middle

Recognize and thank your donors whenever possible



Dear Ms. Smith,

Thank you for your recent donation of \$100.00. It has helped to save the lives of thousands of people in Africa through access to fresh, clean drinking water.

I'm writing you today to ask

Invest in fundraising

Be clear on your financial goals and invest in acquiring new donors

Trillium

Other important notes

Fundraising isn't sponsorship

Strategic planning

Diversity and inclusion

Leveraging the 'aging population' and 'youth skills development' as issues

High school, college and university fundraising events

Crowdfunding

Partnering with other association-based charities

Sponsors want airtime and eyeballs

Managing your lists 

Multi-year commitments

Beware of "for free"

Keeping in touch with former members, founders and 'alumni'

Strategic engagement opportunities can lead to fundraising

Fundraising isn't the ED's job alone

Campaign / fundraising committee?

Exhibit patience and excitement. You can keep doing this...and have been doing this for many years already!